

Rep Order# 9853251 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM
Last Received: 10/28/2012 2:42 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 60S
Estimate# 2265
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2265
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER PLS CHECK AND CONF. T&R

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|---------|---------|---------------------------|-----|------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-TH,M | 430A-5A | GOOD MORNING CINCY @ 430A | :60 | \$60.00 | 10/30-11/05 | 3 P4 | 1 | 3 | \$180.00 | |
| | 2 | TU-F,M | 5A-530A | GOOD MORNING CINCY @ 5A | :60 | \$1,000.00 | 10/30-11/05 | 1 P2 | 1 | 1 | \$1,000.00 | |
| | 3 | TU-F,M | 530A-6A | GOOD MORNING CINCY @ 5A | :60 | \$1,000.00 | 10/30-11/05 | 1 | 1 | 1 | \$1,000.00 | |
| | 4 | TU-F,M | 7A-9A | THE EARLY SHOW | :60 | \$900.00 | 10/30-11/05 | 1 P2 | 1 | 1 | \$900.00 | |
| | 5 | SA | 6A-7A | 12 NEWS SATURDAY | :60 | \$1,000.00 | 11/03-11/03 | 1 P1 | 1 | 1 | \$1,000.00 | |
| | 8 | TU-F,M | 9A-10A | THE DOCTORS | :60 | \$700.00 | 10/30-11/05 | 2 P2 | 1 | 2 | \$1,400.00 | |
| | 12 | TU-F,M | 4P-5P | NEWS AT 4 | :60 | \$3,200.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$3,200.00 | |
| | 13 | TU-F,M | 530P-6P | NEWS | :60 | \$3,600.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$3,600.00 | |
| | 14 | TU-F,M | 630P-7P | NEWS | :60 | \$7,000.00 | 10/30-11/05 | 2 P1 | 1 | 2 | \$14,000.00 | |
| | 15 | TU-F,M | 7P-730P | INSIDE EDITION | :60 | \$5,000.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$5,000.00 | |
| | 16 | TU-F,M | 727P-8P | ENT. TONITE | :60 | \$6,000.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$6,000.00 | |

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2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 60S
Estimate# 2265
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2265
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|-------------|------------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 17 | TU-M | 11P-1135P | 12 NEWS AT 11P | :60 | \$10,000.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$10,000.00 | |
| | 18 | TU-F,M | 1136P-1236A | DAVID LETTERMAN | :60 | \$3,200.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$3,200.00 | |
| | 19 | TU-F,M | 1236A-136A | LATE LATE SHOW | :60 | \$900.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$900.00 | |
| | 20 | SA | 1135P-1205A | TWO & A HALF MEN | :60 | \$700.00 | 11/03-11/03 | 1 P3 | 1 | 1 | \$700.00 | |

---REPORT TOTALS---

Report Totals: 19 / \$52,080.00

---SALES MONTHLY TOTALS---

Nov 12: 19 / \$52,080.00
Sales Totals: 19 / \$52,080.00
Station Totals: 19 / \$52,080.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|-----|------|----|------|----|
| Market Totals | \$140,757 | CABL | 0% | EKRC | 0% | UNKN | 63% | WBQC | 0% | WCPC | 0% |
| | | WKRC | 37% | WLWT | 0% | WSTR | 0% | WXIX | 0% | | |

Books null
Demos RA35+

ORDER

| | | |
|--------|----------------------|---------------------|
| Orders | Order / Rev: | 68917 |
| | Alt Order #: | 09853251 |
| | Product Desc: | OBAMA 60S |
| | Estimate: | 2265 |
| | Flight Dates: | 10/30/12 - 11/06/12 |
| | Original Date / Rev: | 10/29/12 / 10/29/12 |
| | Order Type: | GENERAL |

| | | |
|--------|------------------|-------------------------|
| Agency | Name: | Greer Margolis Mitchell |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 1010 Wisconsin Ave |
| | | Washington, DC 20007 |

| | |
|----------------|------------------------|
| Advertiser | Obama/D/President |
| Name: | A35+ |
| Demographic: | Presidential Elections |
| Product Codes: | P-1 |
| Priority: | AGY, POL-CAND, GEN |
| Revenue Codes: | |

| Bill Plan | | | | Totals | | | | | |
|------------|----------|---------|--------------|-------------|---------------|---------|--------------|-------------|--------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 10/29/12 | 11/05/12 | 19 | \$52,080.00 | \$44,268.00 | November 2012 | 19 | \$52,080.00 | \$44,268.00 | 0.00 |
| | | | | | Totals | 19 | \$52,080.00 | \$44,268.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | | |
| | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|------------------|-------|--------------|
| Local 12 WKRC-TV | 37% | \$52,080.00 |
| Market | 100% | \$140,756.76 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| EKRC | 0% | \$0.00 |
| UNKNWN | 63% | \$88,676.76 |
| WCPO | 0% | \$0.00 |
| WLWT | 0% | \$0.00 |
| WSTR | 0% | \$0.00 |
| WXIX | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|-------------------|-----------------|--|-------------------|--------------------------------------|---------------|------|-------|------------|-----|------|------|-------|------------|
| E 1 | WKRC | 10/30/12 | 11/05/12 | 430-5a News M-Th/Su 430a News | CM | 4:30 XM-5:00 XM | MTWT--- | 1:00 | 3 | \$60.00 | P-4 | 0.00 | NM | 3 | \$180.00 |
| GOOD MORNING CINCY @ 430A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWT--- | 3 | \$60.00 | 0.00 | | | | | | | | |
| E 2 | WKRC | 10/30/12 | 11/05/12 | 5a Good Morn Cincinnati 5a Good Morn Cincinnati | CM | 5:00 AM-5:30 AM (5:00 AM-5:30 AM) | MTWTF-- | 1:00 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| GOOD MORNING CINCY @ 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$1,000.00 | 0.00 | | | | | | | | |
| E 3 | WKRC | 10/30/12 | 11/05/12 | 5a Good Morn Cincinnati 5a Good Morn Cincinnati | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | MTWTF-- | 1:00 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| GOOD MORNING CINCY @ 5A | | | | | | | | | | | | | | | |

| | | | |
|---------------|---------------------|---------------|-------------------|
| Order / Rev: | 68917 | Advertiser: | Obama/D/President |
| Alt Order #: | 09853251 | Product Desc: | OBAMA 60S |
| Flight Dates: | 10/30/12 - 11/06/12 | Estimate: | 2265 |

Local 12 WKRC-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------|------|-------------------|-----------------|--|-------------------|--------------------------------------|---------------|------|-------|-------------|-----|------|------|-------|-------------|
| E 3 | WKRC | 10/30/12 | 11/05/12 | 5a Good Morn Cincinnati 5a Good Morn Cincinnati | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | MTWTF-- | 1:00 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| GOOD MORNING CINCY @ 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$1,000.00 | 0.00 | | | | | | | | |
| E 4 | WKRC | 10/30/12 | 11/05/12 | CBS This Morning CBS Morning News | CM | 7:00 AM-9:00 AM | MTWTF-- | 1:00 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| THE EARLY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$900.00 | 0.00 | | | | | | | | |
| E 5 | WKRC | 11/03/12 | 11/03/12 | 6a-8a Local 12 News Sat 6a-8a Local 12 News Sat | CM | 6:00 AM-7:00 AM (6:00 AM-7:00 AM) | -----S- | 1:00 | 1 | \$1,000.00 | P-1 | 0.00 | NM | 1 | \$1,000.00 |
| 12 NEWS SATURDAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | 1 | \$1,000.00 | 0.00 | | | | | | | | |
| E 6 | WKRC | 10/30/12 | 11/05/12 | M-F 9a-10a M-F 9a-10a | CM | 9:00 AM-10:00 AM | MTWTF-- | 1:00 | 2 | \$700.00 | P-2 | 0.00 | NM | 2 | \$1,400.00 |
| THE DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$700.00 | 0.00 | | | | | | | | |
| E 7 | WKRC | 10/30/12 | 11/05/12 | 4p Local 12 News at Four 4p Local 12 News at Four | CM | 4:00 PM-5:00 PM (4:00 PM-5:00 PM) | MTWTF-- | 1:00 | 1 | \$3,200.00 | P-1 | 0.00 | NM | 1 | \$3,200.00 |
| News at 4 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$3,200.00 | 0.00 | | | | | | | | |
| E 8 | WKRC | 10/30/12 | 11/05/12 | 5p Local 12 News at Five 5p Local 12 News at Five | CM | 5:30 PM-6:00 PM (5:30 PM-6:00 PM) | MTWTF-- | 1:00 | 1 | \$3,600.00 | P-1 | 0.00 | NM | 1 | \$3,600.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$3,600.00 | 0.00 | | | | | | | | |
| E 9 | WKRC | 10/30/12 | 11/05/12 | CBS Evening News 630p CBS Evening News | CM | 6:30 PM-7:00 PM | MTWTF-- | 1:00 | 2 | \$7,000.00 | P-1 | 0.00 | NM | 2 | \$14,000.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$7,000.00 | 0.00 | | | | | | | | |
| E 10 | WKRC | 10/30/12 | 11/05/12 | M-F 7p-730p M-F 7p-730p | CM | 7:00 PM-7:30 PM | MTWTF-- | 1:00 | 1 | \$5,000.00 | P-1 | 0.00 | NM | 1 | \$5,000.00 |
| INSIDE EDITION | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$5,000.00 | 0.00 | | | | | | | | |
| E 11 | WKRC | 10/30/12 | 11/05/12 | M-F 730p-8p M-F 730p-8p | CM | 7:27 PM-8:00 PM | MTWTF-- | 1:00 | 1 | \$6,000.00 | P-1 | 0.00 | NM | 1 | \$6,000.00 |
| ENT. TONITE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$6,000.00 | 0.00 | | | | | | | | |
| E 12 | WKRC | 10/30/12 | 11/05/12 | 11p M-Su Local 12 News 11p M-Su Local 12 News | CM | 11:00 PM-11:35 PM | MTWTFSS | 1:00 | 1 | \$10,000.00 | P-1 | 0.00 | NM | 1 | \$10,000.00 |
| 12 NEWS AT 11P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTFSS | 1 | \$10,000.00 | 0.00 | | | | | | | | |
| E 13 | WKRC | 10/30/12 | 11/05/12 | Letterman Letterman | CM | 11:36 PM-12:36 AM | MTWTF-- | 1:00 | 1 | \$3,200.00 | P-1 | 0.00 | NM | 1 | \$3,200.00 |
| DAVID LETTERMAN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$3,200.00 | 0.00 | | | | | | | | |
| E 14 | WKRC | 10/30/12 | 11/05/12 | Late Late Show Late Late Show | CM | 12:36 AM-1:36 AM | MTWTF-- | 1:00 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| LATE LATE SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$900.00 | 0.00 | | | | | | | | |
| E 15 | WKRC | 11/03/12 | 11/03/12 | 11:35 PM-12:05 AM | CM | 11:35 PM-12:05 AM | XI-----S- | 1:00 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |

| | |
|---------------|---------------------|
| Order / Rev: | 68917 |
| Alt Order #: | 09853251 |
| Flight Dates: | 10/30/12 - 11/06/12 |

| | |
|---------------|-------------------|
| Advertiser: | Obama/D/President |
| Product Desc: | OBAMA 60S |
| Estimate: | 2265 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------|----|-------------------|-----------------|-----------------|-------------------|----------------|------|-----|-------|---------------|-----|-----|--------|-------|-------------|
| Sat Late Fringe Rotator | | | | | | | | | | | | | | | |
| Sat Late Fringe Rotator | | | | | | | | | | | | | | | |
| TWO & A HALF MEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | <u>Rating</u> | | | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | 1 | \$700.00 | | | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 19 | \$52,080.00 |